United Nations A/AC.198/2016/4

General Assembly

Distr.: General
11 February 2016

Original: English

Committee on Information
Thirty-eighth session
25 April-6 May 2016

Activities of the Department of Public Information: outreach and knowledge services

Report of the Secretary-General

Summary

The present report, prepared in accordance with General Assembly resolution 70/93 B, provides a summary of the key advances made by the Department of Public Information from September 2015 to March 2016 in promoting the work of the United Nations to the global audience through its outreach services.

The outreach services subprogramme, which is one of three subprogrammes of the Department and is implemented by the Outreach Division, works to enhance understanding of the role, work and concerns of the United Nations and to encourage the exchange of ideas, information and knowledge in support of the goals of the Organization.

The activities of the other subprogrammes of the Department, namely, strategic communications services and news services, are described in separate reports of the Secretary-General (A/AC.198/2016/2 and A/AC.198/2016/3).

16-01874 (E) 010316

Please recycle

I. Introduction

1. In its resolution 70/93 B, the General Assembly took note of the reports of the Secretary-General on the activities of the United Nations Department of Public Information, submitted for consideration by the Committee on Information at its thirty-seventh session (A/AC.198/2015/2-4), and requested the Secretary-General to continue to report to the Committee on the activities of the Department.

2. In the same resolution, the General Assembly called upon the Department of Public Information to provide specific information on a number of its activities. The Bureau of the Committee on Information advised the Department to present the requested information in three parts, in accordance with the three subprogrammes of the Department, namely: strategic communications services, news services and outreach services.

3. The present report on the activities of the outreach and knowledge services provides an overview of the strategic direction of the outreach subprogramme and highlights activities undertaken in the process of reaching out to a wide range of important constituencies. It also provides a summary of the activities undertaken by the Department's library services, including the Dag Hammarskjöld Library at United Nations Headquarters. Unless otherwise indicated, the report covers the activities of the Department for the period from September 2015 to March 2016.

II. Developing increased understanding and support for the work of the United Nations

4. During 2015, the year in which the United Nations celebrated its seventieth anniversary, the Department continued to play a vital role in reaching out to a number of constituencies, such as civil society, young people, academic institutions, educators, students, artists, the entertainment industry, the private sector and local communities, in order to develop a deeper understanding of, and support for, the ideals and activities of the Organization. The outreach efforts had special resonance during the time of the commemoration and beyond, with the ideals of the Organization at the forefront of current affairs in the areas of peace and security, human rights and sustainable development. The objective of the Department has been, in all of its activities, to strive to mobilize the consciousness of its multiple constituencies around the importance of the above-mentioned themes.

5. The Department has proactively sought to engage its various constituencies in a timely fashion, bearing in mind the need to do so in as many languages as possible, while conducting the necessary ongoing evaluation of its multiple activities. It has sought to serve the needs of Member States, staff and researchers through its multiple products and services and to reinforce internal communication within the Organization. The Department continued to widen the scope of its outreach, targeting new and larger audiences worldwide by fostering participation and involvement in the work of the Organization through its websites, publications, conferences, briefings, visitors' services and teaching materials.

III. Engaging the public: guided tours

6. The Guided Tours Unit continued to reach a vast and diverse audience by employing multilingual staff and offering tours in a variety of languages. In addition to English, all tour guides speak another language, and many of them speak three or four languages fluently. During the reporting period, 25 multilingual tour guides offered guided tours in the six official languages of the United Nations, as well as Dutch, German, Hebrew, Italian, Japanese, Korean and Portuguese, in response to popular demand.

7. The General Assembly Building reopened in January 2015, and more than 181,000 visitors toured Headquarters between 1 January and 31 December 2015. From January to November 2015, there was a 38 per cent increase in visitors compared with the same period in 2014. In December 2015, there was a 46 per cent increase in visitors compared with the previous year. In January and February 2016, almost 62,000 additional visitors took the guided tour.

8. More than half of the visitors taking guided tours were children and students. For children between the ages of 5 and 12, a tour specially tailored for children was offered at least once a week.

9. During the reporting period, the Visitors' Services Section offered numerous activities and programmes. Briefing programmes reached more than 22,800 people, the majority of whom were participants from high schools and universities. Representatives of professional associations, non-governmental organizations and other civil society groups also participated in the outreach programmes. Briefings were offered in the six official languages, as well as in Italian, Japanese, Korean and Portuguese. The Public Inquiries Unit provided materials for individual visitors, teachers and students on a continual basis. Fact sheets about the United Nations were produced and distributed in the six official languages.

IV. Enhancing, empowering and strengthening the voice of young people

A. United Nations Academic Impact initiative

10. Since its launch on 18 November 2010, the United Nations Academic Impact initiative has grown to include more than 1,000 institutions in nearly 120 countries. It continues to act as a conduit of research, innovation and technical expertise from the academic and research communities to the United Nations and to harness the work being done at institutions of higher learning and research for the benefit of the global community. During the reporting period, the initiative held numerous symposiums, panel discussions, conferences and workshops on a range of issues, including those related to the Sustainable Development Goals.

11. In September, the initiative hosted a discussion on building sustainable and resilient cities for disaster risk reduction that brought together urban planners, architects and community activists to discuss how to create more sustainable cities. In October, the second annual J. Michael Adams Lecture and Conversation Series was held at Headquarters and featured a discussion with former Permanent Representative of the United States of America to the United Nations, Thomas

Pickering, on the 70-year history of the United Nations and future the challenges. In November, the event commemorating the initiative's fifth anniversary brought together educators and thought leaders for a discussion on developing the next generation of global leaders. In January, the initiative hosted a two-day conference with George Mason University on battling poverty and income inequality and a symposium with the International Studies Association on lessons learned from nearly 70 years of United Nations peacekeeping in confronting war and violence.

12. The initiative has continued to engage with audiences through social media, with 11,000 Facebook followers and 4,000 Twitter followers. It also shares information with member institutions through its newsletter, issued every other month, and periodic guidance notes on major events, such as the twenty-first Conference of the Parties to the United Nations Framework Convention on Climate Change, held in Paris from 30 November to 11 December 2015, and provides information to universities on how they can more closely align their research activities and curricula with the work of the United Nations. The initiative uses its website to promote greater understanding of the Sustainable Development Goals and the work being done in those areas by curating special series of articles on various aspects of the Goals. To date, two series, on global public health and food security, have been featured, with articles submitted by researchers from member schools.

B. Model United Nations programmes

13. The Department engaged with students ranging from the primary school to the university levels through the Global Teaching and Learning Project by expanding its outreach to model United Nations programmes around the world. During the reporting period, project-related training sessions were in the new approach developed for simulating the General Assembly and Security Council, called "UN4MUN". The Department conducted trainings on the new approach in Brazil, the Dominican Republic, the Netherlands and the United States. In addition, it supervised the implementation of the new approach in programmes based in the Republic of Korea and the United States. The Department conducted a model United Nations workshop, held at Headquarters from 6 to 9 November, which was attended by 130 model United Nations student leaders and advisers from approximately 30 countries. It assisted and partnered with the World Federation of United Nations Associations in training the student leaders and delegates who attended the World Federation international model United Nations conference, which was attended by 500 international students, and in hosting the opening and closing ceremonies of the conference, held on 10 and 14 November in the General Assembly Hall. This marked the first time that the UN4MUN approach to simulating the General Assembly was used at Headquarters and the first time that a more accurate approach to simulating the Security Council was used. These activities aimed at deepening students' understanding of the way in which decisions are made at the United Nations and improving the accuracy with which meetings at the United Nations are simulated.

C. International Day of Peace

14. A student conference was organized at Headquarters on 21 September, in observance of the International Day of Peace. The theme of the Day was "Partnerships for peace: dignity for all", highlighting the importance of the many partnerships between the United Nations and Governments, civil society, the private sector, faith-based groups and other non-governmental organizations that have been essential to its success throughout the history of the Organization. The student conference was attended by 750 students from Canada, Mexico and the United States. Young people from Beirut gathered at the headquarters of the United Nations Interim Force in Lebanon and participated remotely via videoconference to discuss the theme. The programme included remarks by the Secretary-General, United Nations Educational, Scientific and Cultural Organization (UNESCO) Goodwill Ambassador for Intercultural Dialogue Herbie Hancock, Messengers of Peace Jane Goodall, Michael Douglas and Yo-Yo Ma and the Envoy of the Secretary-General on Youth. The programme included a musical performance by Yo-Yo Ma, a live demonstration of taekwondo organized by Global Cooperation Society International, a musical performance by the United Nations International School Vocal Chamber Ensemble, as well as a presentation of peace projects spearheaded by youth. The entire event was webcast live.

D. "United Nations works for you"

15. The initiative "United Nations works for you", known as UN4U, is an outreach programme in which United Nations officials visit schools in order to speak to students about the Organization, its ideals and activities. Now in its eighth year, UN4U has been broadened to include both public and private schools, with speakers travelling beyond New York City to neighbouring suburban communities and to other states in the region, including Connecticut, New Jersey and Pennsylvania. The initiative spans the entire academic year, from September to June. By the end of the current academic year, it will have reached out to approximately 2,800 students in 12 schools in the region.

E. Reham Al-Farra Memorial Journalists Fellowship Programme

16. In 2015, 15 participants (9 women and 6 men) from Albania, Bangladesh, Bolivia, Botswana, China, Egypt, India, Jordan, Nepal, Peru, the Republic of the Congo, South Africa, South Sudan, Timor-Leste and Turkey were selected to participate in the Reham Al-Farra Memorial Journalists Fellowship Programme. For 2016, the Department aims at selecting another 15 qualified candidates from a pool from 35 countries. Since its inception, 551 journalists and broadcasters from more than 168 countries have taken part in the Programme. In addition, a total of 21 journalists from different regions participated remotely in 2015. Remote participation was granted to interested and qualified journalists who were not able to attend the programme in person owing to the lack of available funds. These journalists participated via social media discussion forums and received selected training materials, ensuring the further expansion and impact of the Programme.

F. Office of the Envoy of the Secretary-General on Youth

17. The Office of the Envoy of the Secretary-General on Youth continued to increase outreach to youth and the promotion of youth participation within the United Nations system. Having built a strong working relationship with different United Nations agencies, Governments, youth organizations, civil society, academia and media stakeholders, the Office of the Envoy has continued to act as a harmonizer and catalyst to enhance the position of young people within and outside the United Nations system, while supporting the United Nations System-wide Action Plan on Youth.

18. The Office of the Envoy led the United Nations system's efforts on youth engagement in the United Nations summit for the adoption of the post-2015 development agenda, held from 25 to 27 September 2015, which included the participation of 193 youth representatives from around the world. They witnessed the historic moment of the adoption of the 2030 Agenda for Sustainable Development and joined rights activist Malala Yousafzai in her address on behalf of the world's youth to the world leaders attending the summit. During a high-level side event at the summit, the Envoy announced the Global Youth Partnership for the Sustainable Development Goals and launched its web-based platform, the Youth Gateway, which provides young people with online opportunities for awareness-raising and engagement in the implementation of the 2030 Agenda.

19. The Office of the Envoy continues to advocate for a shift in the narrative on young people in the area of peace and security to help ensure that youth are not cast as either victims or perpetrators of violence, but rather acknowledged as important partners in efforts to counter violent extremism and in peacebuilding. In November 2015, the Envoy addressed the Peacebuilding Commission at its first ever session dedicated to the role of youth as peacebuilders. These and other earlier efforts undertaken in close collaboration with a range of key partners contributed to the unanimous adoption, in December 2015, of the historic Security Council resolution 2250 (2015) on youth, peace and security, which presented a breakthrough in the recognition of the role of young people in building sustainable peace and preventing violent extremism.

20. The Envoy played a key advocacy role in ensuring youth engagement at the twenty-first Conference of the Parties to the United Nations Framework Convention on Climate Change and the eleventh Conference of Youth, which preceded it. He addressed the participants of the Conference of the Parties on the theme "Youth and future generations", emphasizing the need to engage youth in climate action efforts.

21. The Office of the Envoy, as a co-organizer of the annual Economic and Social Council Youth Forum, held under the auspices of the President of the Economic and Social Council, actively engaged in the Forum, which has continued to grow in recent years and, to date, represents the United Nations institutional mechanism with the highest level of youth participation. The 2016 Forum, which focused on the theme "Youth taking action to implement the 2030 Agenda", brought together the largest number of participants since its inception and more than 70 delegations from capitals attended, including some 20 at the ministerial level. The Forum provided a platform for youth representatives to engage in dialogue with representatives of Member States and other stakeholders on specific commitments and actions to realize the Sustainable Development Goals at the national, regional and global

levels and identify possible avenues for young people to contribute to the intergovernmental review of the implementation of the 2030 Agenda.

22. The Envoy continued to promote youth priorities through traditional and social media. Media outreach and advocacy efforts were undertaken to continue to call for increased investments in youth development and the implementation of high quality national youth policies. The Envoy undertook missions and attended events around the world to advocate for a strong youth agenda at all levels.

V. Library services

A. Steering Committee for Libraries of the United Nations

23. The 19th meeting of the Steering Committee for Libraries of the United Nations was held in Hamburg, Germany, on 26 August 2015. Areas of cooperation discussed included: the promotion of inter-library loans and document delivery between member libraries; translation assistance with regard to the research guides; creation of a "splash page" for the websites of United Nations libraries; the possibility of incorporating library catalogues into a shared system; and the interoperability of the various library repositories. It was decided to address the issue of a new strategy for library services once a decision is made on the proposal with regard to a library board.

B. Cooperation between the Dag Hammarskjöld Library and Library of the United Nations Office at Geneva

24. The Dag Hammarskjöld Library and the Library of the United Nations Office at Geneva established cooperation concerning the purchasing and operation of digital and integrated library systems. In this respect, the Dag Hammarskjöld Library signed a contract for a new digital library system for the management, processing and access to United Nations documents and publications. The Geneva library will use the same system to process and manage its United Nations documents. The system will be managed by the Dag Hammarskjöld Library. In addition, the Dag Hammarskjöld Library is using the Geneva library's contract with a vendor to share their integrated library system for the management of external (non-United Nations) content at a fraction of the cost it would have otherwise paid.

C. Client services

25. From September 2015 to February 2016, the Dag Hammarskjöld Library's online knowledge database was accessed 107,092 times, of which 88,767 were for services in English, 15,442 for Spanish and 2,883 for French. In addition, a total of 4,783 requests were received through the online knowledge platform, Ask Dag, that allows users to submit their questions online. Around 900 of them came from permanent missions to the United Nations and more than 1,700 from United Nations staff and offices.

D. Digitization programme

26. During the past 17 years, the Dag Hammarskjöld Library and Library of the United Nations Office at Geneva digitized a combined total of 379,735 documents (some 4,946,773 pages), including all core Security Council documents, the majority of General Assembly documents and some Economic and Social Council documents. Under the current arrangement, the Dag Hammarskjöld Library digitizes the English, French and Spanish versions whereas the Geneva library manages the digitization of those in Arabic, Chinese and Russian. Metadata creation is shared between both libraries, with the bulk of the work being done by the Dag Hammarskjöld Library, and the uploading to the Official Document System is carried out at each duty station. The cost for in-house digitization is estimated at $3.48 per page.

27. The results of the in-house digitization operations have been of excellent quality. There remains, however, approximately 2.5 million important older documents that need to be digitized as a matter of priority. The Dag Hammarskjöld Library estimated that more than 17 million documents remained in paper format, of which about 3 million documents and 8,000 maps were identified as being important. The in-house digitization programme had previously digitized close to 500,000 of these 3 million documents, leaving about 2.5 million still to be digitized. It is estimated that, given the magnitude of the task, the remainder will take several years to complete.

28. The digitization programme is necessary because of the rapid deterioration of paper, owing to inadequate preservation practices and the use of low quality paper in printing, inadequate storage space and unfavourable environmental conditions, such as high humidity and heat.

29. In response to paragraph 86 of General Assembly resolution 70/9, the Department prepared a proposal for extrabudgetary resources for the outsourcing of the digitization of 1 million older important documents, consisting of the official records of the major United Nations organs, including resolutions, meeting records, reports of committees, commissions and other major bodies, budgetary and financial reports, reports of major United Nations conferences and the related preparatory meeting documents.

30. The remaining 1.5 million documents will continue to be handled in-house using the resources of the Department for General Assembly and Conference Management and the Department of Public Information. A number of Member States have expressed interest in funding such projects on a voluntary basis, which would allow for increased in-house operations or outsourcing.

31. With regard to scope, the main outsourcing will include scanning around 1,000,000 documents and maps, quality control of the scanned output, conversion for optical character recognition, factual metadata creation and uploading to the Official Document System, the United Nations digital library and other websites. It is estimated that four years will be needed to digitize the million selected documents. The process involves the selection of the vendor and the provision of specifications to the vendor, the inventory and preparation of documents, scanning and post-scanning operations, basic metadata creation, quality control and uploading. The cost of the entire process is estimated at $4.632 million and will

include the completion of the digitization of General Assembly and Economic and Social Council documents and 8,000 maps produced by the United Nations.

32. Upon completion of the project, four objectives will be achieved. First is the digitization of all remaining core General Assembly parliamentary documents issued between 1946 and 1993. This includes approximately 440,000 official records, supplements, resolutions and general series documents (about 5 million pages). Second is the digitization of all Economic and Social Council parliamentary documents, including subsidiary bodies, issued between 1946 and 1993, which is estimated at 300,800 documents (3.7 million pages). Thirdly is the digitization of 8,000 sheet maps produced by the United Nations. Fourth is the availability of digitized material online through the United Nations digital library and the Official Document System.

E. Depository libraries programme

33. In March 2015, a proposed framework for new arrangements for the depository libraries programme was presented by the Dag Hammarskjöld Library to be discussed and approved by the United Nations Publications Board. It is envisioned that the new offering will be primarily composed of digital materials and will depend on the development of the digital library system that is currently in the initial stages of implementation. The new concept for the programme was presented informally at the meeting of the Government Documents Round Table at the annual conference of the American Library Association, held in San Francisco, California, in June 2015. An update was presented to the Government Information Librarian of Stanford University specializing in state, local and international documents, in October 2015, and at the meeting of the Government Documents Round Table at the midwinter conference of the American Library Association, held in Boston, Massachusetts, in January 2016.

F. Library material acquisitions

34. In response to paragraph 83 of resolution 70/93 B, between September 2015 and February 2016, the Dag Hammarskjöld Library acquired 810 monographs, broken down by language as follows: Arabic (5), Chinese (5), English (776), French (8), Russian (0), Spanish (16) and other (10).

G. Library outreach

35. In December 2015, the Dag Hammarskjöld Library, in collaboration with the Yearbook Unit of the Outreach Division, prepared 362 print copies of the 2011 *Yearbook of the United Nations* for shipment to depository libraries worldwide.

36. Representatives of the Dag Hammarskjöld Library gave a remote presentation of the Library's research resources at a session of the World Congress of the International Federation of Library Associations and Institutions, held in August 2015. The Library organized an event during Africa Week that highlighted its resources about Africa and attracted 45 attendees, including delegates, Secretariat staff and representatives of non-governmental organizations. In November, the

Library hosted a group of 10 visitors from the library and archives division of the National museum of Sweden for a tour and presentations.

H. Online exhibit entitled "70 years, 70 documents"

37. To celebrate the seventieth anniversary of the Organization, the Dag Hammarskjöld Library presented an exploration of the 70 key documents that have shaped the United Nations and our world (see http://research.un.org/en/UN70). The documents and archival photos selected by the Library team honour the work of the United Nations in the areas of peace and security, development and human rights. As at October 2015, more than 1.6 million people had viewed the exhibit and the related content on the Library website (36,000 views) and on the Library's social media channels (1.5 million views on Twitter and Facebook) and blog (60,000 views on Tumblr).

VI. Remembrance activities

A. Holocaust and the United Nations Outreach Programme

38. The Holocaust and the United Nations Outreach Programme partnered with Member States and civil society to further Holocaust education and remembrance around the world.

39. In partnership with the Permanent Mission of Hungary to the United Nations, the Programme opened the exhibit on the theme "Pharajimos: Holocaust of the Roma people", on 11 September at the Permanent Mission of Hungary. The exhibit highlighted the tragedy faced by the Roma and Sinti people during the Second World War.

40. On 18 November, the Programme marked the *Kristallnacht* pogrom with a round table discussion to examine the role of faith and identity in the promotion of peace, in partnership with the Office of the Special Adviser on the Prevention of Genocide. Panellists explored how faith and circumstances help to shape an individual's identity, influence actions and attitudes and encourage the promotion of peace.

41. On 25 January, the exhibition entitled "The Holocaust by bullets", sponsored by Yahad-in-Unum and the Permanent Mission of France to the United Nations, opened. It was followed by the opening, on 26 January, of the exhibition entitled "Life after survival", sponsored by the Permanent Mission of Germany to the United Nations. On 28 January, the Programme organized the regular Department of Public Information non-governmental organization briefing on the theme "The future of Holocaust education", in partnership with the International Holocaust Remembrance Alliance, and a screening and discussion of the film *Woman in Gold*, in partnership with the World Jewish Congress.

42. In New York, the Programme organized the annual Holocaust memorial ceremony, held on 27 January 2016, which featured a keynote address by Beate Klarsfeld, who has dedicated her life to the promotion of Holocaust remembrance and has spent many years documenting the Holocaust to enable the prosecution of war criminals. Personal testimony was delivered by Haim Roet and Marta Wise,

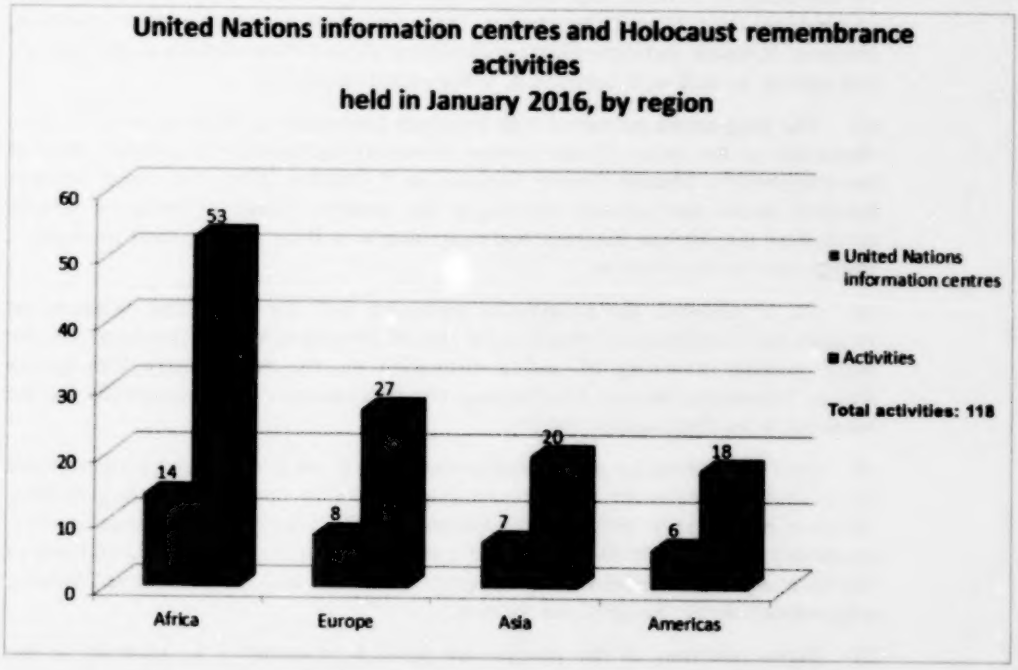
Jewish survivors of the Holocaust, and Zoni Weisz, a Dutch Sinto survivor of the Holocaust.

43. In January, the Programme published volume III of its *Discussion Papers Journal*, with contributions from authors from eight countries who are experts in the field of Holocaust and genocide studies. The publication included a foreword by the Under-Secretary-General for Communications and Public Information and an overview of the activities of the Programme. The publication is available online at www.un.org/holocaustremembrance.

44. The Programme provided support and guidance to the global network of United Nations information centres and services for Holocaust remembrance and education activities in all regions of the world. The Programme, with the assistance of the United Nations Information Service in Geneva, the United Nations Information Centre in Moscow and the United Nations Information Centre in Buenos Aires, provided educational materials, including a poster exhibit on the Holocaust in English, French, Russian and Spanish, and the film *Woman in Gold*, produced by the Weinstein Company in English, French, German and Spanish. The field offices held 118 Holocaust education and remembrance activities in 35 countries in January, including memorial ceremonies, student briefings, exhibit openings, film screenings and discussions, round tables and social media campaigns (see figure I).

Figure I

United Nations information centres and Holocaust remembrance activities held in January 2016, by region



B. International Day of Remembrance of the Victims of Slavery and the Transatlantic Slave Trade and the Remember Slavery programme

45. Working in close collaboration with the Caribbean Community and the African Union, the Remember Slavery programme is planning a series of activities at Headquarters and around the world through the global network of United Nations information centres to mark the annual observance of the International Day of Remembrance of the Victims of Slavery and the Transatlantic Slave Trade. The theme for the 2016 commemoration, "Remember slavery: celebrating the heritage and culture of the African diaspora and its roots", will help to draw attention to and increase awareness of the rich African culture and traditions that have had an impact on life in countries that were involved in the slave trade. It will also help to highlight the cultural linkages that exist among people of African descent throughout the diaspora. The programme will partner with the Schomburg Center for Research in Black Culture and the Permanent Mission of India to the United Nations to mount an exhibition on Africans in India at Headquarters. In addition, the programme has produced a brochure in all six official languages on the permanent memorial to honour the victims of slavery and the transatlantic slave trade, *The Ark of Return*. The Department continues to raise awareness of the permanent memorial among visitors to Headquarters and through the global network of United Nations information centres.

46. Representatives of the Remember Slavery programme participated in two panel discussions at the 100th Annual Meeting and Conference of the Association for the Study of African American Life and History, held in Atlanta (United States of America) from 23 to 27 September. The Association was established to research, preserve, interpret and disseminate information about African American life, history and culture, as well as to promote it, to the global community.

47. The programme partnered with Fordham University to organize a round table discussion on the theme "Truth: women, creativity and memory of slavery", held at the University's Lincoln Center Campus on 5 October 2015. The panel brought together artists and scholars to discuss the creative works of enslaved women throughout the African diaspora and examined how their art was used to express, endure, survive and liberate.

48. On 19 October, the programme partnered with the Permanent Missions of Jamaica and Trinidad and Tobago to the United Nations to host, at Headquarters, the world premier screening of, and a discussion on, the documentary film *Queen Nanny: Legendary Maroon Chieftainess*, about the woman who successfully led the Maroons in the fight against slavery.

49. On 2 December, the programme partnered with the Rutgers University Centers for Global Advancement and International Affairs to open its traveling exhibit, "Women and slavery: telling their stories", at the University's campus in New Brunswick, New Jersey. This event was a component of the University's 16 Days of Activism Against Gender-Based Violence Campaign and the Remember Slavery programme's focus, for 2015, on women.

50. Representatives of the programme gave a presentation to students at the United Nations student conference on human rights, held at Headquarters on

3 December and organized by the United Nations International School under the theme "Gender equality".

51. On 27 December, the programme participated in the annual Kwanzaa event hosted by the American Museum of Natural History, in New York. This event attracted more than 10,000 visitors, including students and educators. Visitors were encouraged to create a mural of slavery memorials at the event, and they received a copy of the programme's brochure on *The Ark of Return*. The programme also continued to provide guided tours of the permanent memorial to visitors each Wednesday.

52. The programme's website, available in the six official languages, includes the list of events that were broadcast live on the Internet and articles on the events and features interviews by United Nations Television and Video and United Nations Radio.

VII. Internal communication, knowledge solutions and design

A. Websites

53. With reference to the Committee's reaffirmation at its thirty-seventh session of the need to enhance the technological infrastructure of the Department of Public Information on a continual basis in order to widen the outreach of the Department, the Department continued to improve, support and maintain the websites of the Outreach Division. The primary focus during the reporting period was upgrading the technical infrastructure of the e-commerce website for United Nations publications and the Dag Hammarskjöld Library website. Improvements to the United Nations intranet, iSeek, continue to increase staff members' access system-wide.

B. iSeek and deleGATE

54. As part of the Department's efforts to promote awareness of the role and work of the United Nations, the iSeek team posted more than 200 stories in English and French and 280 announcements on both the iSeek and deleGATE sites. The stories and announcements helped to raise awareness of high-level meetings and a range of subjects, including the general debate of the General Assembly, the commemoration of the seventieth anniversary of the founding of the United Nations, the adoption of the Sustainable Development Goals, the outbreak of Ebola virus disease, multilingualism, international days and other issues. Additional stories guided staff through the deployment of Umoja.

55. The iSeek team also implemented a major redesign of the intranet, adding new features, such as "In the spotlight", a social media feed to raise awareness among staff members of new initiatives and developments within the Organization, and reinforced its multilingual outreach with an interface that is now fully available in English and French.

56. The Department continued to update the public deleGATE website for Member States with information concerning meetings, events and announcements, as well as stories from iSeek, in English and French.

C. Graphic design

57. The Department's Graphic Design Unit offered support to Secretariat departments and United Nations information centres in providing visual communication and graphic design solutions for global and internal public information campaigns, conferences and publications. The services offered included designing social media and web graphics, brand identities, special emblems, posters, signage and a variety of promotional items for campaigns and conferences, as well as publication design, including of high-level annual reports.

58. During the reporting period, the Unit completed close to 200 design products, including for the upcoming 2016 World Humanitarian Summit, the International Day of Peace campaign, the "End executions" campaign of the Office of the United Nations High Commissioner for Human Rights, the Holocaust and the United Nations Outreach Programme and the United Nations Secretary-General Awards, as well as the press kit for the seventieth session of the General Assembly. The Unit bolstered the Organization's multilingualism objectives and increased its abilities to adapt designs to any of the United Nations official languages, a task which previously needed to be outsourced to other departments. The Unit also provided designs and templates to United Nations information centres, which reduced costs and the environmental impact of overseas shipment.

59. As an integral part of the Department's work to promote the seventieth anniversary of the United Nations, the Unit played a key role in developing a comprehensive and striking brand identity, UN70, including high-impact visual designs that were displayed in terminals at John F. Kennedy airport in New York City. The Unit assisted in the review and approval of design requests for the use of the UN70 logo, including by Governments and non-governmental organizations.

VIII. Special events, relations with non-governmental organizations and advocacy

60. The Department continued to raise awareness of the issues on the United Nations agenda through the organization of special events in collaboration with internal and external partners. In celebration of the seventieth anniversary of the United Nations, the Department helped to organize a series of events, including the ceremony for the second unveiling of the murals *War and Peace* by Brazilian artist Candido Portinari on 8 September and a spectacular architectural projection shown on the exterior of the General Assembly and Secretariat Buildings on 22 September. The projection brought visibility to the Sustainable Development Goals and the anniversary celebration.

61. On 23 October, the Department organized the annual United Nations Day Concert featuring the Korean Broadcasting System Traditional Music Orchestra, Messenger of Peace Lang Lang, Korean "K-pop" duo Davichi and the Harlem Gospel Choir. The concert was attended by 1,700 guests and watched by 2.5 million viewers in the Republic of Korea through a subsequent broadcast. On 24 October, the Department facilitated the lighting of the Empire State Building in blue as part of the "Turn the world United Nations blue" campaign and organized the unveiling in Central Park, in New York City, of the statue *Enlightened Universe* by Cristóbal Gabarrón that depicts 70 life-size figures holding hands around a central globe,

creating a human chain of global citizenship and shared responsibility. The unveiling was attended by the Secretary-General and the Presidents of the General Assembly, the Security Council and the Economic and Social Council.

62. On 27 October, in honour of former Secretary-General Dag Hammarskjöld, the Department coordinated the "Markings and music" event, featuring the Deputy Secretary-General and Swedish pianist Per Tengstrand, with music inspired by and readings from Hammarskjöld's 1963 book *Markings*.

63. The regular briefing programme for non-governmental organizations, held in the third quarter of 2015, aimed at increasing engagement with regard to civil society, university students, academia and youth representatives of non-governmental organizations. The briefings continued to be broadcast on the Internet, increasing their reach to a wider international audience. Issues of focus for the United Nations that were covered included climate change, human rights, human trafficking and conflict prevention. The Department focused attention on the role of civil society in supporting and implementing the newly launched Sustainable Development Goals, the International Decade for People of African Descent and the Paris Agreement on climate change. Young people played a key role on briefing panels, and social media engagement during the briefings increased, with new features designed to encourage participants to interact online through posts and shared photos.

64. The Non-Governmental Organization Resource Centre provided a wide variety of print and digital publications from the Secretariat, programmes and specialized agencies in the six official languages, as well as in German, Italian and Portuguese on an ad hoc basis. On 23 October, the Resource Centre organized an event in New York to mark the seventieth anniversary of the United Nations on the theme "Turn the Resource Centre United Nations blue". Non-governmental organizations associated with the Department participated in the celebration, which focused on personal and institutional achievements made during the history of the United Nations and a discussion on its future. The event was shared on social media, generating 10,768 impressions and 11 new followers through 70 tweets using the hashtag #UN70.

65. A networking event for young people was organized on International Youth Day, held on 12 August, at the Resource Centre. The event was led by youth representatives of non-governmental organizations and included a discussion on current issues that have an impact on young people. Youth representatives outside of New York were able to join through a webcast, enriching the discussion.

66. On 28 October, a capacity-building workshop for non-governmental organizations was organized at the Resource Centre to help them to complete the mandatory annual review report required by the Department. Thirty representatives of non-governmental organizations were present and a further 48 followed the workshop through a Google Hangout. In its continued efforts to increase collaboration with civil society, the Department associated 15 new non-governmental organizations with the Department of Public Information/ Non-Governmental Organization network on 20 November 2015. An orientation programme for the newly associated non-governmental organizations was organized in February 2016.

67. In the context of dialogue among civilizations, the Department organized, on 4 February, a briefing under its "Focus on faith" series entitled "Promoting peace and reconciliation to counter violent extremism", which focused on the role that faith-based organizations and faith-led initiatives play in building peace and reconciliation mechanisms to counter radicalism and violent extremism in today's world. It featured panellists from the Permanent Observer Mission of the Holy See to the United Nations, the United Nations Population Fund, the Counter Terrorism Committee Executive Directorate, the United Nations Alliance of Civilizations and several non-governmental organizations.

IX. Highlighting United Nations priorities through the arts

A. Outreach to the creative community

68. As part of its efforts to promote awareness of the role and work of the United Nations, over the course of a week in mid-September, the Department's Creative Community Outreach Initiative facilitated filming at Headquarters by the Spanish national television broadcaster TVE for a behind-the-scenes programme on the work of the Organization. The 40-minute programme was broadcast on the TVE national television channel La 2 in late October to coincide with the seventieth anniversary of the Organization.

69. Through its Envision partnership with the Independent Filmmaker Project, the Initiative partnered with Fox Searchlight Pictures and the Malala Fund for the world premiere of *He Named Me Malala*, a documentary film directed by Academy Award winner Davis Guggenheim, at the Ziegfeld Theatre in New York on 24 September. The screening was attended by representatives of Member States, United Nations officials, civil society advocates and members of the creative community. A discussion with Malala Yousafzai and her father Ziauddin Yousafzai, moderated by the director, followed the screening.

70. In October, the Department co-organized with the United Nations Children's Fund (UNICEF) and the production company Branded Entertainment a panel discussion at the 2015 New York Comic Con, a convention for fans dedicated to comics, graphic novels, movies and television, which draws more than 150,000 visitors each year. The panel discussion was preceded by a video message from the Secretary-General and included officials from the Department and UNICEF, along with film producers and comic book artists. The discussion highlighted the impact that film and comics can have in raising awareness of priority issues on the Organization's agenda, such as the Sustainable Development Goals. Comic-related projects that the Department is involved in were highlighted, including the revival of the "T.H.U.N.D.E.R. Agents" comic book franchise, first published in 1965, featuring an international strike force of superheroes created and sanctioned by the Security Council.

71. On Human Rights Day, which is commemorated annually on 10 December, an Envision screening of the award-winning documentary film *Quebranto* (*Disrupted*) was held at the Independent Filmmaker Project Made in New York Media Center in Brooklyn, New York, in cooperation with the Free and Equal Campaign. A post-screening discussion with civil society advocates and a United Nations Development Programme official focused attention on issues of social justice for

lesbian, gay, bisexual, transgender and intersex people and the elimination of discrimination.

72. In January 2016, the Department facilitated on-location filming of scenes for an episode of the American comedy television series *The Mysteries of Laura* and worked with the show's writers to embed messaging about the substantive role of the Organization in the script for the episode.

B. Celebrity advocacy and Messengers of Peace

73. The Department worked actively with the Messengers of Peace to lend their voices and visibility to the promotion of United Nations objectives and themes in a variety of ways. Messengers of Peace Michael Douglas, Jane Goodall and Yo-Yo Ma and UNESCO Goodwill Ambassador Herbie Hancock participated in the annual observance of the International Day of Peace on 21 September 2015, on the theme "Partnerships for peace".

74. Four Messengers of Peace — Jane Goodall, Lang Lang, Charlize Theron and Stevie Wonder — contributed to the *We the people* video produced by Richard Curtis as part of the Project Everyone effort to raise awareness of the Sustainable Development Goals. The Messengers of Peace also provided social media support for the promotion of the Goals.

75. During the United Nations summit for the adoption of the post-2015 development agenda, the Department managed the arrangements for Malala Yousafzai's participation in the opening session, at which she addressed the delegates from the balcony of the General Assembly Hall, surrounded by close to 200 young people. In her role as Messenger of Peace, Charlize Theron took part in a series of events, during and after the summit, on ending the HIV/AIDS epidemic by 2030, including, on 27 September, a Clinton Global Initiative event on investing in prevention and resilient health systems, with Bill Gates and others, and a panel discussion at Headquarters, co-chaired by the Presidents of Malawi and Kenya and the Executive Director of the Joint United Nations Programme on HIV/AIDS (UNAIDS). On the same day, the Department and UNAIDS organized a small private strategy meeting with 40 to 50 next-generation AIDS advocates, convened by Ms. Theron and Kweku Mandela, co-founder of the Africa Rising Foundation, on the theme "#GenEndIt: we are the generation that will end AIDS". On 28 September, Ms. Theron appeared on *The Today Show* on NBC and spoke at the Social Good Summit with Mr. Mandela. The following day, she appeared with First Lady of the United States Michelle Obama at a *Glamour* magazine event held at the Apollo Theatre in Harlem, New York.

76. On 31 October, Messenger of Peace Daniel Barenboim conducted the West-Eastern Divan Orchestra, composed of Israeli and Palestinian musicians, at a "Concert for the understanding of civilizations and human rights" at the United Nations Office at Geneva. The Secretary-General and the United Nations High Commissioner for Human Rights were in attendance. The concert was later broadcast internationally on the occasion of Human Rights Day.

77. In December, Messengers of Peace Leonardo DiCaprio and Jane Goodall participated in events at the twenty-first Conference of the Parties to the United Nations Framework Convention on Climate Change, held in Paris. Mr. DiCaprio

spoke at the Climate Summit for Local Leaders on 4 December, which was co-hosted by the Mayor of Paris, Anne Hidalgo, and the Special Envoy of the Secretary-General for Cities and Climate Change, Michael Bloomberg. On 5 December, Mr. DiCaprio interviewed the Secretary-General for a documentary film on climate change that he is co-producing with the production company Insurgent Media.

78. Jane Goodall participated in a number of events, including a panel on the theme "A message of hope for our planet" along with noted marine biologist Sylvia Earle at the Earth to Paris summit, held at the Petit Palais in Paris on 7 December. Both Ms. Goodall and Mr. DiCaprio used their social media presence — combined they have more than 14 million followers on Twitter — on multiple occasions to promote the Conference of the Parties.

X. United Nations flagship publications

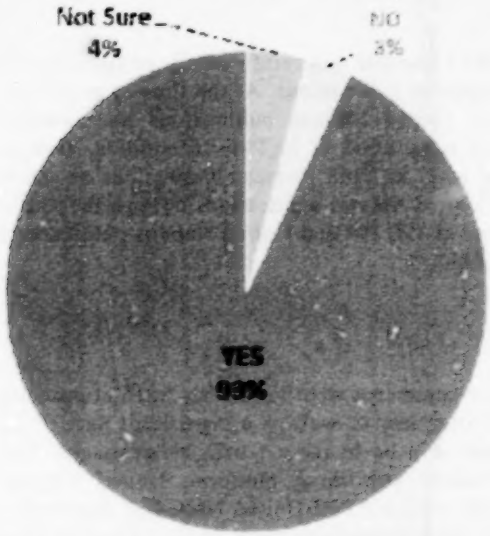
A. *Yearbook of the United Nations*

79. In December 2015, the Department published the sixty-fifth volume of the *Yearbook of the United Nations*, covering the Organization's global activities in 2011. The online Yearbook Express collection, featuring chapter introductions to selected *Yearbook* volumes in the six official languages, was further expanded to include material dating from the 2000 *Yearbook* edition.

80. A survey of the *Yearbook* website developed by the Evaluation and Communications Research Unit of the Department, in response to the request of the Committee to assess the readership of the *Yearbook* in order to evaluate its impact, determined that 93 per cent of respondents considered the *Yearbook* to be an authoritative reference source on United Nations annual activity. Among respondents, 54 per cent reported that they worked as librarians; 12 per cent were engaged in academic/education occupations; 12 per cent worked with the United Nations; 7 per cent were students; 4 per cent were engaged in legal occupations; 3 per cent were engaged in government occupations; and 3 per cent were engaged in journalism/reporting occupations. Occupations in engineering, non-governmental organizations and the service industry were represented by 2 per cent or less of the respondents. As for the main reasons that respondents visited the *Yearbook* website, 67 per cent indicated that they did so for work-related purposes, whereas 45 per cent indicated educational purposes.

Figure 2

Responses to survey question: "Do you consider the *Yearbook of the United Nations* an authoritative reference source on United Nations annual activity?"



Note: Respondents: 144; no response: 3.

B. *Basic Facts about the United Nations* in Chinese

81. The Chinese language version of the 2014 edition of *Basic Facts about the United Nations* was published in September 2015. The first Chinese translation of the book to have been done in almost 29 years was prepared by the students and faculty of the Institute of Interpretation and Translation of Shanghai International Studies University. It was published online, with a limited internal print run, allowing the Secretary-General to present a printed copy to representatives of the Government of China during his visit to Beijing in September. The Permanent Mission of China to the United Nations provided support for an initial print run of the volume for distribution, including to libraries in China.

C. *UN Chronicle*

82. In its special double issue of 2015, published in September, the *UN Chronicle* marked the seventieth anniversary of the United Nations. Secretary-General Ban Ki-moon and his three immediate predecessors wrote for the issue of the magazine. Additional contributors included Mikhail Gorbachev and Gro Harlem Brundtland. The edition was published in English and French in print, and the Arabic, Chinese, Russian and Spanish translations were posted on the magazine's website. In its third issue of 2015, published in December, the *UN Chronicle* focused on sustainable energy, in preparation for the twenty-first Conference of the Parties to the United Nations Framework Convention on Climate Change.

XI. Sales and marketing: expanding access to knowledge and information

A. Social media

83. The Sales and Marketing Section expanded and reinforced its ongoing social media campaign to promote United Nations publications. At the time of reporting, the number of Twitter followers of United Nations publications had reached 153,000, and Facebook "likes" of its page stood at 26,344. In addition, Google Books page and content views stood at 27,847,163, content impressions on Issuu stood at 902,572, total downloads of United Nations applications through the Apple App Store and Google Play store stood at 490,289 and United Nations publications e-commerce page views stood at 842,481.

B. New websites

84. The Section is launching a new e-commerce website in early 2016 to promote and sell publications. The website's interface, as well as a significant part of its content and the titles offered for sale, will be in the six official languages. The Section will also launch its new online publishing platform, United Nations iLibrary, which is expected to include around 3,000 United Nations publications, including those published by agencies, programmes and funds of the United Nations system, institutes and entities, by the end of 2016 in searchable full text, many of which are available in official languages other than English.

C. External publishing partnerships

85. In October, the publication entitled *United Nations at 70: Restoration and Renewal*, was released. Published in partnership with Rizzoli and funded by the United Nations Foundation, the book was the result of months of collaboration between the Department and the Office of the Capital Master Plan. It contains a foreword by the Secretary-General and essays by Nobel Peace Prize Laureate Marrti Ahtisaari, and architectural critic Carter Wiseman. Another publication, *The United Nations at 70: Moments and Milestones*, contains a foreword by the Secretary-General and was published in partnership with Lifetouch. It features photos spanning the seven decades of the Organization's history. Both books were published as part of the commemorate activities of the seventieth anniversary of the Organization.

86. On 10 December, the illustrated version of the Universal Declaration of Human Rights was released by the Section to mark Human Rights Day. The book is illustrated by Yacine Ait Kaci, known as YAK, and is available in English and French.

D. United Nations Bookshop

87. To promote current United Nations themes, the United Nations Bookshop has created public outreach opportunities by highlighting international days and special events through publications and merchandise, such as tailoring special product

displays on International Literacy Day on 8 September, hosting the launch of the publication entitled *Moving Away from the Death Penalty* on 9 October, promoting multilingualism during Spanish Language Day, on 12 October, and Arabic Language Day, on 18 December, and organizing releases of book series on thematic issues.

E. United Nations Development Business

88. United Nations Development Business, an online publication within the Division, has continued to work with a number of intergovernmental and non-governmental organizations, notably, the Commonwealth Businesswomen's Network, in an effort to advance women's economic empowerment across global value chains. The Sales and Marketing Section will be instrumental in co-hosting a seminar on the issue for the sixtieth session of the Commission on the Status of Women, to be held in March 2016. The United Nations Development Business online programme has engaged new regional partners in order to reach companies and businesses in areas that are currently underrepresented among its subscribers. It is also working with institutions supporting women-owned businesses interested in public procurement projects.

XII. Conclusions

89. An important number of outreach and publishing activities that marked the global commemoration of the seventieth anniversary of the United Nations concluded during the last quarter of 2015. The reporting period was marked by coordinated and creative outreach efforts aimed at raising awareness about the new sustainable development agenda and climate change, including the twenty-first Conference of the Parties to the United Nations Framework Convention on Climate Change. In the year ahead, the Department will continue to focus on these and other issues and will expand its message to reach the wider community, including young people around the world. The Department will use social media and direct engagement with civil society, partnerships, events, publications, lectures and other innovative ways to continue in its mission to enrich and stimulate public debate on the vital issues of today.